

**O. Davydova**

*Candidate of Technical Sciences,  
Associate Professor at the Department of Hotel and Catering Business,  
Kharkiv State University of Food Technology and Trade*

## **THE SCENARIO MODELING – OPTIMAL APPROACH TO PLANNING**

Scenario modeling (planning) is one of the most effective systemic tools of strategic management in general and strategic analysis in particular.

The main content of a scenario planning is constructing, creating different “stories”, different and equally believable options of future development that are well structured and logical.

The author examined the main differences between traditional strategic planning and scenario approach and defined benefits of scenario modeling.

The process of scenario analysis.

The use of this methodology is the best opportunity for finding new strategic alternatives, and a new mechanism for their selection, which will ensure the effectiveness and efficiency of the strategy.

The future is uncertain, but effective strategy is a prerequisite, not necessary, but sufficient to achieve market success. Businesses that used the technique of scenario modeling to the maximum to reduce uncertainties, gain more confidence and flexibility in choosing the option, reducing the risks of large-scale investment through the development of action plans in case of a particular scenario. Their strategy is more robust, workable and flexible.

It is proved that the scenario approach is really one of the powerful tools, which allows improving the strategic management of the organization in today’s rapidly changing world.

The scenario modeling is an adequate method to study the prospects for the development of innovative processes, applying the methodology based on the algorithm of a scenario modeling, consisting of a logically constructed sequence of steps, organized in a structure that has blocks, loops, and the core made up of specific procedures for constructing theoretical models, and the structure of the scenario options, expert evaluation of characteristics of factors, accounts for scenario model.

As any system methodology, the scenario approach is a methodology that is steadily developing, gaining new advanced and more local theories and practices creating value of businesses, effective industry-specific business models, competitive advantages, etc.

Thus, the application of the methodology will provide a basis of scientific approach to the study of the problem of forecasting the development of innovative processes in the tourism industry.